

PACKAGE PROGRAMS

C R C

ON COLLEGE RADIO

NEWSLETTER

COLLEGE RADIO CORPORATION

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April 1st, 1955

Attention all stations carrying Luckies programs:

1. All stations should be using the new "Light Up Time" commercials, numbered 1 thru 30. And, one "Doodles" commercial three times a week. If you have any question about these new commercials, please wire or call CRC at once. Be certain to report the commercial number on weekly and monthly forms from now on, not the band numbers as in the past. (Some new commercials are "live.")

2. Please destroy all old transcriptions not used in the "Light Up Time" series, except the disc of promotional program spots which should be retained. These are the spots for use at station breaks, etc., urging listeners to tune in one of the regular Luckies programs.

3. The Spring survey will be distributed to all stations in just a few days. It will include questions on cigarette brand preferences and on listenership. The survey can be conducted in a few hours' time on a single evening at little expense of staff time and effort; the results will be invaluable to your representative in the continued solicitation of all types of national accounts. Please conduct this survey promptly on your campus and get the results in promptly to insure renewal of your Luckies series for the 1955-6 year.

4. We are still looking for newspaper clippings mentioning the Luckies programs or the teletype service provided by Luckies. Send us anything you can along these lines!

5. The third set of promotional posters will be mailed out from New York to all stations during the first week in April, to arrive at stations just after Easter. Please arrange for placement of these posters as with the previous two sets.

Attention all stations carrying Reynolds spots:

All stations have been notified of a new Reynolds policy of requesting make-goods for spots missed, make-goods to be scheduled in the same month as that in which the omission occurred, and following advance approval thru CRC in all cases. In requesting make-good times, please choose a time removed by at least 30 minutes from any other cigarette advertising and from the regular Reynolds spot. And, pick a reasonable make-good time! Some stations have requested 12:35 a.m. — out of the question. Generally speaking, choose a time between 7 and 11 p.m., in popular music. Spots within classical music generally will not be accepted.

Attention all stations carrying Career Hour:

Please tally up the total number of spots you have broadcast to date for each participating account. Be certain you schedule enough for each advertiser

between now and sign-off in May so that each advertiser will have received 26 spots. If you're in doubt about any advertiser's total done to date, write to CRC at once. It is most important that you meet this quota.

Now is the time to double check with your local college placement office to be sure the Placement Director is aware of the "Career Hour" program's success and its opportunities for him to present announcements to the students. Companies advertising on the Career Hour on your station this year are quite likely to instruct their traveling interviewers to query the college Placement Director as to how he thinks the Career Hour is doing. Be sure your Placement Director knows what's going on! There's no faster way for your station to lose this series than for your Placement Office to report to such a firm that they were not informed about the Career Hour!.

All Stations:

At this time of year new staffs are coming in at the management level at many stations. If you are a new station manager, program director, or business manager and have any uncertainties of any kind about the handling of any of your station's national accounts, please drop a line to CRC to that effect at once. Special instructional information is available on request covering the handling of all national accounts.

Affidavits of broadcast are due in New York on or before the 10th of each month for the previous calendar month's broadcasting. This applies to March affidavits, too! (Forms were mailed early to all stations who closed before the end of March for spring vacations). It is most important to get your affidavits in on time each month.

General: WAMU, American University, Washington, rejoined the Lucky Strike College Newscast Series in March.